



Station Buy Detail Salt Lake City, TV

Est ID: 11756

Client: Matheson for Congress 2012**Flight Dates:** Tuesday, September 04, 2012 to Sunday, September 09, 2012**KSTU-TV**

| | | | | Tue | Wed | Thu | Fri | Sat | Sun | |
|--|----|--------|------------|-----|-----|-----|-----|-----|-----|-------|
| Days | | | | Sep | Sep | Sep | Sep | Sep | Sep | |
| Program Name | DP | Length | Rate | 04 | 05 | 06 | 07 | 08 | 09 | Total |
| KSTU 5a News | EM | M-F | \$175.00 | | | 1 | | | | 1 |
| 5:00 AM - 5:30 AM | | 30 | \$175.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| KSTU 5:30a News | EM | M-F | \$175.00 | 1 | 1 | 1 | 1 | | | 4 |
| 5:30 AM - 6:00 AM | | 30 | \$700.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| KSTU 6a News | EM | M-F | \$375.00 | 1 | | | | | | 1 |
| 6:00 AM - 7:00 AM | | 30 | \$375.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| KSTU 7a News | EM | M-F | \$375.00 | 1 | 1 | 1 | 1 | | | 4 |
| 7:00 AM - 8:00 AM | | 30 | \$1,500.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| Sunday 7a News | EM | Su | \$325.00 | | | | | | 1 | 1 |
| 7:00 AM - 9:00 AM | | 30 | \$325.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| Saturday 7a News | EM | Sa | \$325.00 | | | | | 1 | | 1 |
| 7:00 AM - 9:00 AM | | 30 | \$325.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| KSTU 8a News | EM | M-F | \$300.00 | 1 | 1 | 1 | 1 | | | 4 |
| 8:00 AM - 9:00 AM | | 30 | \$1,200.00 | | | | | | | |
| KSTU 11a News | DT | M-F | \$175.00 | | 1 | | 1 | | | 2 |
| 11:00 AM - 12:00 PM | | 30 | \$350.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| Judge Judy | EF | M-F | \$200.00 | 2 | 1 | 2 | 1 | | | 6 |
| 3:00 PM - 4:00 PM | | 30 | \$1,200.00 | | | | | | | |
| KSTU 5:30p News | EN | M-F | \$400.00 | 1 | | | 1 | | | 2 |
| 5:30 PM - 6:00 PM | | 30 | \$800.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| KSTU 9p News | LN | M-F | \$1,500.00 | | 1 | | 1 | | | 2 |
| 9:00 PM - 10:00 PM | | 30 | \$3,000.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| Saturday 9p News | LN | Sa | \$800.00 | | | | | 1 | | 1 |
| 9:00 PM - 10:00 PM | | 30 | \$800.00 | | | | | | | |
| Sold out at LUR per KSTU. Move to L2 to clear. | | | | | | | | | | |
| Sunday 9p News | LN | Su | \$1,000.00 | | | | | | 1 | 1 |
| 9:00 PM - 10:00 PM | | 30 | \$1,000.00 | | | | | | | |

KSTU-TV

Kent Carbon

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

5020 Amelia Earhart Dr Salt Lake City UT

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Station Buy Detail
Salt Lake City, TV

Est ID: 11756

Client: Matheson for Congress 2012

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

KSTU-TV

| Program Name | DP | Length | Rate | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|----------------|----|--------|-------------|-----|-----|-----|-----|-----|-----|-------|
| | | | | Sep | Sep | Sep | Sep | Sep | Sep | |
| | | | | 04 | 05 | 06 | 07 | 08 | 09 | |
| Station Totals | | | \$11,750.00 | 7 | 6 | 6 | 7 | 2 | 2 | 30 |
| Station Net | | | \$9,987.50 | | | | | | | |

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Station Buy Detail

Salt Lake City, TV

Est ID: 11757

Client: Matheson for Congress 2012**Flight Dates:** Monday, September 10, 2012 to Sunday, September 16, 2012

KSTU-TV

| Program Name | DP | Length | Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|--|----|--------|-------------------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | | | | Sep 10 | Sep 11 | Sep 12 | Sep 13 | Sep 14 | Sep 15 | Sep 16 | |
| KSTU 5:30a News | EM | M-F | \$250.00 | 1 | 1 | | 1 | 1 | | | 4 |
| 5:30 AM - 6:00 AM | | 30 | \$1,000.00 | | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| KSTU 7a News | EM | M-F | \$475.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 7:00 AM - 8:00 AM | | 30 | \$2,375.00 | | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| Saturday 7a News | EM | Sa | \$425.00 | | | | | | 1 | | 1 |
| 7:00 AM - 9:00 AM | | 30 | \$425.00 | | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| Sunday 7a News | EM | Su | \$425.00 | | | | | | | 1 | 1 |
| 7:00 AM - 9:00 AM | | 30 | \$425.00 | | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| KSTU 8a News | EM | M-F | \$475.00 | 1 | 1 | 1 | 1 | 1 | | | 5 |
| 8:00 AM - 9:00 AM | | 30 | \$2,375.00 | | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| Saturday 9p News | LN | Sa | \$1,000.00 | | | | | | 1 | | 1 |
| 9:00 PM - 10:00 PM | | 30 | \$1,000.00 | | | | | | | | |
| Sold out at LUR per KSTU. Move to L1 to clear. | | | | | | | | | | | |
| Station Totals | | | \$7,600.00 | 3 | 3 | 2 | 3 | 3 | 2 | 1 | 17 |
| Station Net | | | \$6,460.00 | | | | | | | | |

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